

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WRAL-TV Raleigh NC	Date: 10/23/12
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I, KEGAN BERAN,

being/on behalf of: RENEE ELLMERS, a legally

qualified candidate of the REPUBLICAN political

party for the office of: UNITED STATES HOUSE OF REPRESENTATIVES

in the GENERAL

election to be held on: NOVEMBER 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Attached					

Total Charges: \$9375 g / 7968.75 Net

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

RENEE ELLMERS FOR CONGRESS COMMITTEE P.O. BOX 904 DUNN, NC 28335

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

LYTTON, AL

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/21/12

Date



Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected


Signature

Dave Lyles
Printed Name

Sales Manager
Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, KEGAN BERAN

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

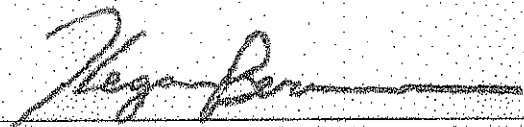
☒ **does**

☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☒ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.


signature of candidate or authorized committee

Kegan Beran
printed name

10/21/12
date

CONTRACT

WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

<u>Contract / Revision</u> 119767 /		<u>Alt Order #</u> 06392485
<u>Product</u> ELLMERS 10/24		
<u>Contract Dates</u> 10/24/12 - 11/06/12		<u>Estimate #</u> 3008
<u>Advertiser</u> Renee Ellmers for Congress		<u>Original Date / Revision</u> 10/23/12 / 10/23/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WRAL	<u>Account Executive</u> Cheryl Blair	<u>Sales Office</u> Washington Tel
<u>Special Handling</u> CIA - Mark PAID		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WRAL	10/24/12	10/26/12	WRAL 5:30AM News	530-6a		:30			NM	2	\$500.00
		CLASS 4 CANDIDATE R9.26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	--WTF--				2	\$250.00			
N 2	WRAL	10/24/12	10/26/12	6pm News (M-F)	6-630p		:30			NM	2	\$1,300.00
		CLASS 4 CANDIDATE R9.26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	--WTF--				2	\$650.00			
N 3	WRAL	10/24/12	10/28/12	Late News	11-1135p		:30			NM	2	\$1,300.00
		CLASS 4 CANDIDATE R9.26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	--WTF55				2	\$650.00			
N 4	WRAL	10/27/12	10/27/12	WRAL 6a News Sat	6-8a		:30			NM	1	\$150.00
		CLASS 4 CANDIDATE R9.26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	-----1-				1	\$150.00			
N 5	WRAL	10/28/12	10/28/12	Face The Nation 1030-1130	1030-1130		:30			NM	1	\$400.00
		CLASS 3 CANDIDATE R9.26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	-----1				1	\$400.00			
N 6	WRAL	10/24/12	10/26/12	WRAL 5am News	5am - 5:30a		:30			NM	2	\$300.00
		CLASS 4 CANDIDATE R9.26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	--WTF--				2	\$150.00			
N 7	WRAL	10/24/12	10/26/12	CBS This Morning	7am - 9am		:30			NM	1	\$175.00
		CLASS 4 CANDIDATE R9.26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	--WTF--				1	\$175.00			
N 8	WRAL	10/29/12	11/02/12	WRAL 5:30AM News	530-6a		:30			NM	3	\$750.00
		CLASS 4 CANDIDATE R9.26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	MTWTF--				3	\$250.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



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2619 Western Blvd
Raleigh, NC 27605
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<u>Advertiser</u> Renee Ellmers for Congr		<u>Original Date / Revision</u> 10/23/12 / 10/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 9	WRAL	10/29/12	11/02/12	6pm News (M-F)	6-630p		:30			NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	MTWTF--				3	\$650.00			
N 10	WRAL	10/29/12	11/04/12	Late News	11-1135p		:30			NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	MTWTFSS				3	\$650.00			
N 11	WRAL	10/29/12	11/02/12	WRAL 5am News	5am - 5:30a		:30			NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	MTWTF--				3	\$150.00			
N 12	WRAL	10/29/12	11/04/12	WRAL Sun Morning News	7-9a		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-----S				1	\$150.00			
Totals											24	\$9,375.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	11	\$4,125.00	\$3,506.25
10/29/12 - 11/04/12	13	\$5,250.00	\$4,462.50
Totals	24	\$9,375.00	\$7,968.75

Signature: _____ **Date:** _____

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